

REP HEADLINE# 6145290 TRF# E:120604  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT1/12 16.57  
\*\*\* CHANGES \*\*\* \*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/DCCC REP. # OFF. # SALESMAN #

AGY # AGY. NAME GREAT AMERICAN MEDIA BUYER NAME KATIE KEULEMAN

3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)

WASHINGTON, DC 20007

ORDER # CONTRACT # 6145290 CLASS: NATL. LOCAL REGIONAL

PRDCT DCCC EST#1194 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT16/12 OCT22/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT1/12 16.57

REP: ORDER CANCELED  
ALL LN'S ZERO'D OUT  
NEW TTL \$0  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :  
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 11 AGENCY EST# = 1194  
AGENCY PRODUCT CODE = 14

1 S 1100A-1200N 30 \$175.00 10/16 10/19 0 TU-F 0

PROGRAM : NC8 MIDDAY  
CON COM1 : NC8 MIDDAY

2 S 1237A-136A 30 \$350.00 10/16 10/19 0 TU-F 0

PROGRAM : J FALLON-NBC  
CON COM1 : J FALLON-NBC

8/16/12

REP HEADLINE# 6145290 TRF# E:120604  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

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 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT1/12 16.57  
 \*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	S		200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	10/16	10/19	0		TU-F	0
4	S		400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$675.00	10/16	10/19	0		TU-F	0
5	S		500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$1,400.00	10/16	10/19	0		TU-F	0
6	S		530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$400.00	10/16	10/19	0		TU-F	0
7	S		530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,400.00	10/16	10/19	0		TU-F	0
8	S		600P-630P PROGRAM : NWSCH8 AT SIX CON COM1: NWSCH8 AT SIX	30		\$1,800.00	10/16	10/19	0		TU-F	0
9	S		600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,000.00	10/16	10/19	0		TU-F	0
10	S		630P-700P PROGRAM : NBC NITELY NWS CON COM1: NBC NITELY NWS	30		\$5,000.00	10/16	10/19	0		TU-F	0
11	S		700P-730P PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30	30		\$1,800.00	10/16	10/19	0		TU-F	0

REP HEADLINE# 6145290 TRF# E:120604  
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 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT1/12 16.57  
 \*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12	S		700A-900A PROGRAM : TODAY SHW< CON COM1: TODAY SHW<	30		\$1,275.00	10/16	10/19	0		TU-F	0
13	S		900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$700.00	10/16	10/19	0		TU-F	0
14	S		1100P-1135P PROGRAM : NWSCH8 AT 11< CON COM1: NWSCH8 AT 11<	30		\$2,000.00	10/16	10/20	0		TU-SA	0
15	S		430A-459A PROGRAM : NC8 TODAY@4:30 CON COM1: NC8 TODAY@4:30	30		\$75.00	10/16	10/21	0		TU-TH,SU	0
16	S		800P-900P PROGRAM : AVG. ALL WKS CON COM1: AVG. ALL WKS	30		\$2,800.00	10/19	10/19	0		FRI	0
17	S		800P-1000P PROGRAM : THE SING-OFF CON COM1: THE SING-OFF	30		\$6,500.00	10/22	10/22	0		MON	0
18	S		600P-630P PROGRAM : NEWSCH8-6 SAT CON COM1: NEWSCH8-6 SAT	30		\$900.00	10/20	10/20	0		SAT	0
19	S		700A-900A PROGRAM : THE TODAY SHOW SAT CON COM1: THE TODAY SHOW SAT	30		\$500.00	10/20	10/20	0		SAT	0
20	S		800P-900P PROGRAM : HARRY'S LAW CON COM1: HARRY'S LAW	30		\$1,500.00	10/20	10/20	0		SAT	0

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP OCT11/12 16.57  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21	S		900A-1000A PROGRAM : NWSCH8 SAT-AM CON COM1: NWSCH8 SAT-AM	30		\$400.00	10/20	10/20	0		SAT	0
22	S		900P-1000P PROGRAM : PARENTHOOD CON COM1: PARENTHOOD	30		\$1,800.00	10/20	10/20	0		SAT	0
23	S		600P-630P PROGRAM : WFLA NEWS CON COM1: WFLA NEWS	30		\$1,100.00	10/21	10/21	0		SUN	0
24	S		630P-700P PROGRAM : NBC NIGHTLY NEWS SUNDAY CON COM1: NBC NIGHTLY NEWS SUNDAY	30		\$3,650.00	10/21	10/21	0		SUN	0
25	S		700P-830P PROGRAM : FOOTBALL NIGHT IN AMERICA CON COM1: FOOTBALL NIGHT IN AMERICA	30		\$5,500.00	10/21	10/21	0		SUN	0
26	S		800A-900A PROGRAM : SUN TODAY-NBC CON COM1: SUN TODAY-NBC	30		\$625.00	10/21	10/21	0		SUN	0
27	S		900A-1000A PROGRAM : NWSCH8 SUN-AM CON COM1: NWSCH8 SUN-AM	30		\$400.00	10/21	10/21	0		SUN	0
28	S		800P-1000P PROGRAM : BIGST LR13-NBC CON COM1: BIGST LR13-NBC	30		\$3,500.00	10/16	10/16	0		TUE	0
29	S		200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$300.00	10/22	10/22	0		MON	0

REP HEADLINE# 6145290 TRF# E:120604  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP  
OCT1/12 16.57  
\*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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30	S		400P-500P	30		\$675.00	10/22	10/22	0		MON	0
PROGRAM : DR. OZ												
CON COM1: DR. OZ												

31	S		530A-600A	30		\$400.00	10/22	10/22	0		MON	0
PROGRAM : NC8 TODAY@5:30<												
CON COM1: NC8 TODAY@5:30<												

32	S		700A-900A	30		\$1,275.00	10/22	10/22	0		MON	0
PROGRAM : TODAY SHW<												
CON COM1: TODAY SHW<												

33	S		900A-1000A	30		\$700.00	10/22	10/22	0		MON	0
PROGRAM : TODAY SHW2-NBC												
CON COM1: TODAY SHW2-NBC												

34	S		430A-459A	30		\$75.00	10/22	10/22	0		MON	0
PROGRAM : NC8 TODAY@4:30												
CON COM1: NC8 TODAY@4:30												

OCT/12 \$ .00

CONTRACT TOTAL \$ .00  
TOTAL SPOTS 0

MARKET TOTALS \$0 WFLA 0% WFTS 0% WTSP 0% WTVT 0% WTOG 0% WTTA 0% WMOR 0%  
WMOX 0% WXPX 0% WWSB 0% CABL 0%

ORDER CANCELED

SVC- NSI BOOKS- OCT/11 NOV/11 NOV/PJ EST/ES  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

Great American Media      Democratic Congressional Cpgn Comm/ Issue  
 1010 Wisconsin Avenue NW      Submission Number 797      Issue 3  
 Washington DC 20007



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

**Orig**

<b>Client:</b> Democratic Congressional Cpgn Comm/ Issue	<b>Submission Cost:</b> 0	<b>Campaign Ref:</b> E:120604023
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11 / 14 / 1194	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/15/12 to 10/28/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06145290
<b>Est/PO Number:</b> 06145290	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Dccc	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	C
1	M-F 11a News TWTF..	03		30 Comme	Nbr of Spots Closed PR	3	3	
11	M-F 7p Entertainment Tonight TWTF..	02		30 Comme	Nbr of Spots Closed PR	4	4	
17	Mon 8-10p ET / 7-9p CT Voice M.....	04		30 Comme	Nbr of Spots Closed PR	2	2	
19	Sat 8p ET / 7p CT Revolution .....S.	02		30 Comme	Nbr of Spots Closed PR	1	1	
36	Sat 830p ET / 730p CT Go On .....S.	07		30 Comme	Nbr of Spots Closed PR	1	1	
<b>Weekly Totals: Total Spots(Ord Spots)</b>					9	2	11	
Closed PR								

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
1	M-F 11a News	30 Commercial	10/15/12	Closed Pre Emption	0.00	10/16	0000167984	E:120604023
11	M-F 7p Entertainment Tonight	30 Commercial	10/15/12	Closed Pre Emption	0.00	10/16, 10/30	0000167902	E:120604023

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
17	Mon 8-10p ET / 7-9p CT Voice	:30 Commercial	10/22/12	Closed Pre Emption	16,000.00	No Makegood / Credit	0000000000	E:120604023
19	Sat 8p ET / 7p CT Revolution	:30 Commercial	10/15/12	Closed Pre Emption	1,500.00	No Makegood / Credit	0000000000	E:120604023
36	Sat 830p ET / 730p CT Go On	:30 Commercial	10/15/12	Closed Pre Emption	1,500.00	No Makegood / Credit	0000000000	E:120604023

Grand Totals

		Month 10 Weeks: 4	
Totals		10/15	10/22
Spots		0	0
Cost		0	0

Grand Totals:

Spots:	0
Gross Total:	0.00
Commission:	0.00
Net Total:	0.00

REP HEADLINE# 6145290  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9690  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP MAY15/12 15.4  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/DCCC REP. # OFF. # SALESMAN #

AGY # AGY. NAME GREAT AMERICAN MEDIA BUYER NAME KATIE KEUHEMAN

1010 WISCONSIN AVENUE SALES PRSN WA- MEGHAN MCGARR (H)

WASHINGTON, DC 20007

ORDER # CONTRACT # 6145290 CLASS: NATL. LOCAL REGIONAL

PRDCT DCCC EST#1194 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT16/12 OCT22/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE MAY15/12 15.43

REP: NEW ORDER  
TTL 97025 @ 70X  
PLS CFM  
THANKS, MIKE FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE

WMA: \$4550

2011

LINE#:REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS: WEEK : DAYS : TOTL:  
: LINE#: : : : : : : DATE : DATE : /WK: INVT : : SPTS:

AGENCY ADVERTISER CODE = 11 AGENCY EST# = 1194  
AGENCY PRODUCT CODE = 14

1 1100A-1200N 30 \$175.00 10/16 10/19 3 TU-F 3

PROGRAM : NC8 MIDDAY  
CON COM1: NC8 MIDDAY

2 1237A-136A 30 \$350.00 10/16 10/19 2 TU-F 2

PROGRAM : J FALLON-NBC<  
CON COM1: J FALLON-NBC<

3 200P-300P 30 \$300.00 10/16 10/19 4 TU-F 4

PROGRAM : RACHAEL RAY  
CON COM1: RACHAEL RAY



REP HEADLINE# 6145290  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-3680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 MAY15/12 15.4  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$675.00	10/16	10/19	4		TU-F	4
5			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$1,400.00	10/16	10/19	2		TU-F	2
6			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$400.00	10/16	10/19	4		TU-F	4
7			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,400.00	10/16	10/19	2		TU-F	2
8			600P-630P PROGRAM : NWSCH8 AT SIX CON COM1: NWSCH8 AT SIX	30		\$1,800.00	10/16	10/19	4		TU-F	4
9			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,000.00	10/16	10/19	3		TU-F	3
10			630P-700P PROGRAM : NBC NITELY NWS CON COM1: NBC NITELY NWS	30		\$5,000.00	10/16	10/19	1		TU-F	1
11			700P-730P PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30	30		\$1,800.00	10/16	10/19	4		TU-F	4
12			700A-900A PROGRAM : TODAY SHW< CON COM1: TODAY SHW<	30		\$1,275.00	10/16	10/19	4		TU-F	4

REP HEADLINE# 6145290  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET  
 HARRIS REPORT FROM REP

FAX# 703-516-9680  
 MAY15/12 15.4  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			900A-1000A	30		\$700.00	10/16	10/19	4		TU-F	4
PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC												
14			1100P-1135P	30		\$2,000.00	10/16	10/20	3		TU-SA	3
PROGRAM : NWSCH8 AT 11< CON COM1: NWSCH8 AT 11<												
15			430A-459A	30		\$75.00	10/16	10/21	4		TU-TH,SU	4
PROGRAM : NC8 TODAY@4:30 CON COM1: NC8 TODAY@4:30												
16			800P-900P	30		\$2,800.00	10/19	10/19	1		FRI	1
PROGRAM : AVG. ALL WKS CON COM1: AVG. ALL WKS												
17			800P-1000P	30		\$6,500.00	10/22	10/22	2		MON	2
PROGRAM : THE SING-OFF CON COM1: THE SING-OFF												
18			600P-630P	30		\$900.00	10/20	10/20	1		SAT	1
PROGRAM : NEWSCH8-6 SAT CON COM1: NEWSCH8-6 SAT												
19			700A-900A	30		\$500.00	10/20	10/20	1		SAT	1
PROGRAM : THE TODAY SHOW SAT CON COM1: THE TODAY SHOW SAT												
20			800P-900P	30		\$1,500.00	10/20	10/20	1		SAT	1
PROGRAM : HARRY'S LAW CON COM1: HARRY'S LAW												
21			900A-1000A	30		\$400.00	10/20	10/20	1		SAT	1
PROGRAM : NWSCH8 SAT-AM CON COM1: NWSCH8 SAT-AM												

*the voice*  
~~8000~~

① M/A

400

REP HEADLINE# 6145290  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

MAY15/12 15.4  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			900P-1000P	30		\$1,800.00	10/20	10/20	1		SAT	1
PROGRAM : PARENTHOOD <i>Chicago Fire</i>												
CON COM1 : PARENTHOOD												
23			600P-630P	30		\$1,100.00	10/21	10/21	1		SUN	1
PROGRAM : WFLA NEWS												
CON COM1 : WFLA NEWS												
24			630P-700P	30		\$3,650.00	10/21	10/21	1		SUN	1
PROGRAM : NBC NIGHTLY NEWS SUNDAY												
CON COM1 : NBC NIGHTLY NEWS SUNDAY												
25			700P-830P	30		\$5,500.00	10/21	10/21	2		SUN	2
PROGRAM : FOOTBALL NIGHT IN AMERICA												
CON COM1 : FOOTBALL NIGHT IN AMERICA												
26			800A-900A	30		\$625.00	10/21	10/21	1		SUN	1
PROGRAM : SUN TODAY-NBC												
CON COM1 : SUN TODAY-NBC												
27			900A-1000A	30		\$400.00	10/21	10/21	1		SUN	1
PROGRAM : NWSCH8 SUN-AM												
CON COM1 : NWSCH8 SUN-AM												
28			800P-1000P	30		\$3,500.00	10/16	10/16	2		TUE	2
PROGRAM : BIGST LR13-NBC <i>Wife</i>												
CON COM1 : BIGST LR13-NBC												
29			200P-300P	30		\$300.00	10/22	10/22	1		MON	1
PROGRAM : RACHAEL RAY												
CON COM1 : RACHAEL RAY												
30			400P-500P	30		\$675.00	10/22	10/22	1		MON	1
PROGRAM : DR. OZ												
CON COM1 : DR. OZ												

3650

REP HEADLINE# 6145290  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9660  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 MAY15/12 15.4  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			530A-600A	30		\$400.00	10/22	10/22	1		MON	1
PROGRAM : NC8 TODAY@5:30<												
CON COM1: NC8 TODAY@5:30<												
32			700A-900A	30		\$1,275.00	10/22	10/22	1		MON	1
PROGRAM : TODAY SHW<												
CON COM1: TODAY SHW<												
33			900A-1000A	30		\$700.00	10/22	10/22	1		MON	1
PROGRAM : TODAY SHW2-NBC												
CON COM1: TODAY SHW2-NBC												
34			430A-459A	30		\$75.00	10/22	10/22	1		MON	1
PROGRAM : NC8 TODAY@4:30												
CON COM1: NC8 TODAY@4:30												
OCT/12			97025.00									
CONTRACT TOTAL												97025.00
TOTAL SPOTS												70

MARKET TOTALS \$485,125 WFLA 20% WFTS 15% WTSP 25% WTVT 20% WTOG 2% WTTA 2% WMOR 1%  
 WMOX 0% WXPX 0% WWSB 15% CABL 0%

ACCURATE SHARES

SVC- NSI BOOKS- OCT/11 NOV/11 NOV/PJ EST/ES  
 DEMOS- RA35+\*

Great American Media Democratic Congressional Cpgn Comm/ Issue  
 1010 Wisconsin Avenue NW Submission Number 606 Issue 1  
 Washington DC 20007



WFLA-TV  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

Client: Democratic Congressional Cpgn Comm/ Issue  
 Buyer: ..  
 Schedule Dates: 10/15/12 to 10/28/12  
 Est/PO Number: 06145290  
 Submission Cost: 92475  
 Client/Product/Estimate: 11/14/1194  
 Weeks: 2  
 Contract type: Political  
 Campaign Ref: E:120604023  
 Sales Rep: HRP Washington, DC  
 Order Ref: 06145290  
 Business Type: POLITICAL  
 Business Category: Transactional

Orig

Product: Dccc  
 Demographic: (L) Household  
 Booking Group: WFLA  
 Order:  
 Key Market: Tampa-St. Petersburg, FL

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Co
1	M-F 11a News TWTF..	175	30 Comme	Nbr of Spots	3	3	
2	M-F 1237a ET / 1137p CT Late Night TWTF..	350	30 Comme	Nbr of Spots	2	2	
3	M-F 2p Rachael Ray TWTF..	300	30 Comme	Nbr of Spots	4	4	
4	M-F 4p Dr Oz TWTF..	675	30 Comme	Nbr of Spots	4	4	
5	M-F 5p News TWTF..	1400	30 Comme	Nbr of Spots	2	2	
6	M-F 530a News TWTF..	400	30 Comme	Nbr of Spots	4	4	
7	M-F 530p News TWTF..	1400	30 Comme	Nbr of Spots	2	2	
8	M-F 6p News TWTF..	1800	30 Comme	Nbr of Spots	4	4	
Weekly Totals: Total Spots(Ord Spots)				60	8	68	

Great American Media Democratic Congressional Cpgn Comm/ Issue  
 1010 Wisconsin Avenue NW Submission Number 606 Issue 1  
 Washington DC 20007



WFLA-TV  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

Orig

Client: Democratic Congressional Cpgn Comm/ Issue  
 Buyer: Cpgn Comm/ Issue  
 Schedule Dates: 10/15/12 to 10/28/12  
 Est/PO Number: 06145290  
 Submission Cost: 92475  
 Client/Product/Estimate: 11/14/1194  
 Weeks: 2  
 Contract type: Political  
 Campaign Ref: E:120604023  
 Sales Rep: HRP Washington, DC  
 Order Ref: 06145290  
 Business Type: POLITICAL  
 Business Category: International

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Co
9	M-F 6a News TWTF..	1000	30 Comme	Nbr of Spots	3		3
10	M-F 630p ET / 530p CT NBC Nightly News TWTF..	5000	30 Comme	Nbr of Spots	1		1
11	M-F 7p Entertainment Tonight TWTF..	1800	30 Comme	Nbr of Spots	4		4
12	M-F 7a Today Show TWTF..	1275	30 Comme	Nbr of Spots	4		4
13	M-F 9a Today Show II TWTF..	700	30 Comme	Nbr of Spots	4		4
14	M-Su 11p News TWTF..	2000	30 Comme	Nbr of Spots	3		3
15	M-Th, Su 430a News TWTF..S	75	30 Comme	Nbr of Spots	4		4
16	Fri 8-9p Whitney / Community ....F..	2800	30 Comme	Nbr of Spots	1		1
17	Mon 8-10p ET / 7-9p CT Voice M.....	8000	30 Comme	Nbr of Spots	2		2
18	Sat 7a Today Show .....S.	500	30 Comme	Nbr of Spots	1		1
Weekly Totals: Total Spots(Ord Spots)				60	8	68	

Great American Media Democratic Congressional Cpgn Comm/ Issue  
 1010 Wisconsin Avenue NW Submission Number 606 Issue 1  
 Washington DC 20007



WFLA-TV  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

Client: Democratic Congressional Cpgn Comm/ Issue  
 Buyer: Democratic Congressional Cpgn Comm/ Issue  
 Schedule Dates: 10/15/12 to 10/26/12  
 Est/PO Number: 06145290  
 Submission Cost: 92475  
 Client/Product/Estimate: 11/14/1194  
 Weeks: 2  
 Contract type: Political  
 Campaign Ref: E120604023  
 Sales Rep: HRP Washington, DC  
 Order Ref: 06145290  
 Business Type: POLITICAL  
 Business Category: Transactional

Orig

Ref	Sales Product Details	Rate	Spot Type	Nbr of Spots	10/15	10/22	Total	Co
19	Sat 8p ET / 7p CT Revolution .....S.	1500	30 Comme	Nbr of Spots	1		1	
20	Sat 9a News .....S.	400	30 Comme	Nbr of Spots	1		1	
21	Sat 9p ET / 8p CT Chicago Fire .....S.	1800	30 Comme	Nbr of Spots	1		1	
22	Sun 6p News .....S	1100	30 Comme	Nbr of Spots	1		1	
23	Sun 7p ET / 6p CT Football Night in America .....S	4000	30 Comme	Nbr of Spots	2		2	
24	Sun 8a Today Show .....S	625	30 Comme	Nbr of Spots	1		1	
25	Sun 9a News .....S	400	30 Comme	Nbr of Spots	1		1	
26	Tue 8p ET / 7p CT Voice .....T	3500	30 Comme	Nbr of Spots	2		2	
27	M-F 2p Rachael Ray M.....	300	30 Comme	Nbr of Spots		1	1	
28	M-F 4p Dr Oz M.....	675	30 Comme	Nbr of Spots		1	1	
29	M-F 530a News	400	30 Comme	Nbr of Spots		1	1	
Weekly Totals:				Total Spots (Ord Spots)	60	8	68	

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 1010 Wisconsin Avenue NW Submission Number 606 Issue 1  
 Washington DC 20007



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Client: Democratic Congressional Submission Cost: 92475 Campaign Ref: E:120604023  
 Buyer: Cpgn Comm/ Issue Client/Product/Estimate: 11/14/1194 Sales Rep: HRP Washington, DC  
 Schedule Dates: 10/15/12 to 10/28/12 Weeks: 2 Order Ref: 06145290  
 Est/PO Number: 06145290 Contract Type: Political Business Type: POLITICAL Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	10/15	10/22	Total	Co
30	M-F 7a Today Show M.....	1275	30 Comme	Nbr of Spots	1	1	
31	M-F 9a Today Show II M.....	700	30 Comme	Nbr of Spots	1	1	
32	M-Th, Su 430a News M.....	75	30 Comme	Nbr of Spots	1	1	
Weekly Totals: Total Spots(Ord Spots)				60	8	68	

Grand Totals				Month 10 Weeks: 4	
Totals				10/15	10/22
Spots				68	60
Cost				92475	73050
					19425

Grand Totals: Spots: 68  
 Gross Total: 92,475.00  
 Commission: 13,871.25  
 Net Total: 78,603.75